



CLAYTON CENTURY
FOUNDATION

enriching our community

**Clayton Century Foundation
Board of Directors Meeting Minutes**

**Wednesday, January 25, 2012
Husch Law Offices
7:00 pm**

Attendees: Gary Feder, Gary Krosch, Scot Boulton, Cindy Berger, Jill Fisher, JJ Flotken, Cynthia Garnholz, Ken Goldman, Judy Goodman, Lee Hanson, Dan Human, Bob Paster, Cindy Rapponotti, Elizabeth Robb, Steven Rosenblum, Ben Uchitelle, Cheryl Verde, Bev Wagner
Absent: Sally Cohn, Lotta Fox, Mont Levy, John McCormick, Janet Rodgers, Hugh Scott, Jim Sherby
Staff: Patty DeForrest – Director of Parks and Recreation, Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

1. Call to Order

Gary Feder called the meeting to order at 7:05 pm. Earlier in the day, Gary Feder delivered a presentation on the CCF to the Rotary Club and distributed copies of the presentation to the board. Gary reminded the group that if they would like to introduce the CCF to a potential donor, the presentation is a good tool to use.

2. Approve November 16, 2011 Minutes

The minutes were approved as submitted.

3. Financial Report

Gary Krosch presented the financial report to the board. At this time, individual donations are up from this time the previous year. Expenses have been modest thus far in the fiscal year.

In response to a question, Gary noted that the bulk of individual donations can be attributed to the year-end push made by the Annual Fund Committee. In

response to another question, Gary pointed out that the majority of the fund balance is restricted to designated projects.

4. Resolutions 12-01 – 12-04

Ben Uchitelle moved to approve resolution 12-01, the election of at-large members to the board of directors. Elizabeth Robb seconded the motion. The board unanimously approved resolution 12-01.

Ben Uchitelle moved to approve resolution 12-02, the election of officers. Dan Human seconded the motion. The board unanimously approved resolution 12-02.

Ben Uchitelle moved to approve resolution 12-03, increasing the maximum number of board members. Jill Fisher seconded the motion. The board unanimously approved resolution 12-03.

Ben Uchitelle moved to approve resolution 12-04, regarding the formation of the Executive Committee. Dan Human seconded the motion. The board unanimously approved resolution 12-04.

5. Development Report

JJ presented the Annual Fund report announcing that to-date the CCF has raised around \$31,600. The group should be proud of this early success. The funds came from 129 donations averaging around \$245 per donation. The costs associated with the Annual Fund appeal totaled around \$4,380 netting the CCF over \$27,200. Of the donations received, 58 were new donors to CCF and gave an average of \$238.

The group should be concerned with repetition. JJ noted that 47 CCF Founders did not contribute in 2011. The issue of messaging will be addressed in 2012.

The 2012 Annual Fund message will be focused around community. JJ encouraged the board to sign up to host a parlor party in their home to introduce the CCF to their neighbors. Staff will assist in party preparations.

The Annual Fund Committee has taken on the responsibility of thanking individual donors. Jill Fisher and Sarah Melinger are the official “thankers” and are responsible for crafting hand-written thank you notes to all donors.

Patty DeForrest delivered a project update to CCF Board. The presentation will be found as an attachment to the minutes.

Gary Feder and Ken Goldman delivered an update on Major Gifts. The Enterprise gift was received and deposited in January, Moneta continues to honor their pledge, and we have received a signed pledge form from Centene.

Ken noted that 2011 was a very eventful year for the Foundation beginning with the Ralph Clayton Circle event, continuing with the growing list of Business Founders and ending with the production of an Annual Report. The Major Gifts Committee will continue to develop new donors.

With regards to the Ice Rink project, there will need to be further development of the plan for the site which will include more discussion and planning. There is discussion of developing the northeast corner of Shaw Park and this could become a CCF project if it is approved by the Board of Aldermen.

In total, the CCF has raised between \$1.7 and \$1.8 million in donations and pledges. Steven Rosenblum added that there are two asks that are going out for support of the Hanley House restoration.

6. CCF Arts Report

Bev Wagner reported that the final artists' presentations were well attended by a good cross-section of the community and included the donors as well. Following the presentations, the Selection Panel met and unanimously recommended *Molecular Bloom with Single Flower* by James Surls. The piece will be a landmark, it is iconic and timeless.

Bev presented resolution 12-05 in support of the selection of *Molecular Bloom with Single Flower* by James Surls. Dan Human moved to approve and Scot Boulton seconded. The motion passed unanimously.

Bev noted that the model for the piece will be used for promoting the work and following this use, the CCF Board will decide what to do with the model. The artist will work with a landscape architect to design Century Garden.

7. CCF Parks Report

Cindy Rapponotti reported that the Tree and Bench Program was currently under review. Research has shown that the group is at the right level for tree dedications but is a little low for benches. The current price of \$1,000 does not cover the total cost of the bench and installation.

8. CCF History Report

Bob Paster reported that CCF History continues its search for a permanent space. Judy noted that there could be space available at City Hall but this would not be clear until the completion of the new Police Headquarters. Steven suggested that it could be fun for CCF History to host an Antiques Roadshow type of event. CCF History is organizing a Trivia Night on March 3rd at St. Joseph's. All CCF Board Members are encouraged to but a table.

9. New Business

Cindy Rapponotti and Sally Cohn are co-chairs of the Events Sub-committee. They would like to strengthen and promote events that are already in place. A

sign-up sheet seeking volunteer help for certain events was passed around. Cindy asked the group to take a look at the events calendar that is included in their packets. Upcoming events include the Go Green Clayton 5K, the Taste of Clayton where CCF will man a beer booth, Musical Nights, Art Fair Beer Booth and All That Glitters.

Dedication events include the Business Founders Plaque, the Hanley Park Pavilion, a Groundbreaking for the Shaw Park Trail, and a Book signing.

Possible events include a hard hat tour of the police station and a scavenger hunt in 2013.

Jill Fisher asked if there would need to be action taken in support of the Dog Park. It was noted that following approval of the project by the Board of Aldermen, the project could then go to the CCF Board for their approval. The CCF Board could vote by e-mail. The group noted that this could be good for the CCF in expanding their donor base.

Planning for the Centennial has been moving forward. The Centennial Committee held a planning meeting at the Center of Clayton on January 17. Hosted by Charlie Brennan, the meeting generated many ideas for celebrating the Centennial.

The Missouri History Museum is interested in possibly hosting a book signing. The planning committee has received commitments from neighboring universities to participate in the centennial.

Tom Twellman from Kuhlmann-Leavitt attended the meeting to present the proposed centennial logos. The group was divided between the 4 C's logo and the Infinity logo.

The last item on the agenda, Resolution 12-06, is in support of the CCF accepting donations on behalf of the Fire Department. John McCormick provided his comments in an e-mail to Gary Feder. Gary shared with the group that John did not support the resolution because the project could be considered an operating expense for the City and did not fall under the mission of supporting the Arts, Parks, History and Sustainability. John also noted that gifts to the Fire Department would be tax-deductible and did not agree that the CCF's 501c3 standing was necessary to the Fire Department. CCF could instead support the Fire Department by making a contribution to their fundraising efforts. Several board members voiced their agreement with John's comments.

Patty noted that City staff feels that there is a sense that that is the principle of the CCF as the City's 501c3 partner and that the CCF is the best place for donations.

Lee Hanson sees the need of the Fire Department as a City responsibility to provide for the health, wellbeing and safety of the community. Also, Lee agrees that this does not fall under the CCF's priorities.

Scot feels that there should be a policy in place to deal with these types of requests. Scot felt that the City should come back to the CCF with a global proposal if the City wants the CCF to funnel donations through the Foundation.

Scot proposed a motion not to accept the request as outlined in Resolution 12-06 but instead ask the City to present a global policy for accepting City donations on a continual basis. Dan Human seconded the motion. The motion was approved unanimously.

10. Next Meeting

The next meeting will be Wednesday, April 25, 2012 at 7pm at Husch.

11. Adjourn

Meeting adjourned at 8:50 pm.

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